

Big push for film industry

BY NG KIANG CHIEW

KUCHING: The Ministry of Tourism has identified the film industry as one of the sectors to be promoted in the state as the industry has deep impact on the society.

In stating this, its Minister Datuk Amar Abang Haji Johari Tun Openg said the state government encouraged cinematic arts and film industry to provide greater understanding among the people and to shape the society in a positive way.

Speaking at the opening of the Seminar and Exhibition of the ASEAN International Film Festival and Awards 2013 (AIFFA 2013) at the Pullman Hotel here yesterday, Johari said: "I believe you script writers, producers and directors of films have the skills and knowledge to make movies that can change society.

opportunities for the foreign film producers to identify the hidden treasures in Sarawak.

"I am confident that through AIFFA 2013, we will be able to identify and groom many talents from among young Sarawakians and I believe the festival will also make a great impact on our tourism industry," said Johari.

At the event, Johari witnessed the signing of Memorandum of Understanding (MoU) for four films to be shot in Sarawak.

The films are 'Bujang Senang', 'Dayak Brothers', 'Rentap' and 'Jeet Global'.

Johari told reporters later that he hoped such undertakings here would stimulate local interest in the industry and upgrade the film producing standard in the state.

"Through the popularity of movies, more people in the world will know and visit Sarawak," he

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This seminar and exhibition will serve as a platform for you to do research and share experience with each other to transform the society positively using the influence of films you produce."

Sarawakians, he said, had natural inborn talents and could be groomed into successful personalities in the film industry and Sarawak offered itself as a unique destination for filmmakers and shooting location.

"AIFFA 2013 is an opportunity for Sarawak to share its natural talents and culture with the participants from the film industries in Asean and around the world.

"There are lots of opportunities for our local talents to become successful personalities of the film industry in the near future. Thus, one of the reasons we host this inaugural film festival and bring in luminaries from Asean, Hollywood and Bollywood is for our talents to interact with them while at the same time open up

said.

Meanwhile, a two-day Seminar and Exhibition held daily from 9.00am to 5.00pm is expected to be an exciting avenue for film buffs to learn the intricacies of filmmaking, from script writing to film producing, directing, acting, visual effects, animation and many more.

The Seminar and Exhibition yesterday attracted cinematic arts students from institutions of higher learning such as Universiti Malaysia Sarawak (Unimas) and Universiti Teknologi Mara (UiTM).

Among those present at the opening ceremony were Laos Ambassador Khamphan Anlavan, Assistant Minister of Tourism Datuk Haji Talib Zulpilip, Balai Ringin State Assemblyman Snowdan Lawan, Permanent Secretary to the Ministry of Tourism Datu Ik Pahon Joyik, and Managing Director of AIFFA 2013 Jeffri Amin Osman.



DATUK Amar Abang Johari (second right), assisted by (from right) Khamphan Anlavan, Datuk Talib Zulpilip and Jeffri Amin, using the AIFFA 2013 clapperboard to declare open the AIFFA 2013 Seminar and Exhibition.